

Mike Rowan
Goodwill Industries San Diego

Electronics Waste and Spent Lead Acid Batteries Capacity Building Workshop
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Title of Presentation: E-Cycling - Collection

I'm Mike Rowan from Goodwill Industries, and let me just give you a bit of background about Goodwill. Goodwill Industries is a network of about 170 Goodwills in the United States and Canada, and collectively, we're the largest employer of people with disabilities in the world. So that's why we're in existence.

The recycling that I'm going to be discussing this afternoon is really a byproduct or a means to an end. People bring goods to us. They bring clothing, shoes, and household items to us. Among the household items, oftentimes are TVs, which contain cathode ray tubes, and computer equipment, and so we use this as an opportunity to put people to work and also to generate revenue to pay for our programs, so that's a little bit about Goodwill Industries.

Now I've heard the term used today, e-waste, and I see that we're not alone in using the term e-cycle, and to us, that means the collection, processing, sale, reuse, or recycling of electronic components. I want to discuss how we got into the business. In 2001, the city of San Diego came to us asking us to help them with a project they had of diverting electronic equipment, primarily CRTs, from the landfill. I believe this is probably a requirement that they had in managing landfills. We held it at Qualcomm Stadium, in Mission Valley in San Diego. It was in January, so it was just after the first of the year when people had new televisions and new computers in their home, and needed to get rid of the old ones. It went all day long, and since it was 2001, I can't quote the exact number, but we had hundreds and hundreds of people come to Qualcomm and drop off computers. The advantage for us was we got to keep any of the equipment that was, and it was all electronic equipment, although the main focus was cathode ray tubes, and we got to keep any of the equipment that we could sell for reuse, and then the remainder was turned over to a recycler who then recycled the products. That was, that's a picture (on slide) of some of the material that was collected during that day.

The state of California, in an effort to join in diverting these materials from the landfill, passed a very significant law, S.B. 20, and that was in 2003, it was authored by Senator Sher and a very important step in electronic management in California. The consumer, the key elements of this particular act are that the consumer pays in advance, in other words, when you purchase a television or a computer, you pay \$10 up front, which goes into a fund which is used to pay for the recycling of those materials. The California Integrated Waste Management Board is the organization that makes the payments to the recyclers. Now, let me point out at this point, and I'll come back to it, that Goodwill Industries is not a recycler in San Diego. We're a collector. So we shuffle what we collect to the recycler, now we have to be registered with the state of California, as do recyclers, but we do not receive funds directly from the state of California, but rather, from a recycler. Manufacturers are responsible for the consumer information, in other words, to let the public know that these things can be and should be recycled. Now additionally, manufacturers are to notify their retailers that these items are covered, is the term that California uses, to provide information to the consumer on where to recycle, how to recycle, Dell, for example, is among one of the responsible manufacturers who will ship you a box to return your old computer, and they will take care of the recycling and the postage. How to dispose, and of course, they provide a toll-free number and a website. The payments that I mentioned the Integrated Waste Management Board takes care of. There we go. The payments: California pays 48¢ a pound for the recycling, and the recovery payment, or the payment for collection, is a minimum of 20¢. A recycler can pay more if they're getting good service and good quality products.

Now I want to talk about the collection. I described to you that we collect all sorts of things, and we have trucks in our fleet at Goodwill that are designated just to handle cathode ray tubes and computer equipment. They go to each of our collection sites. In San Diego, we have 30. We have 12 stores and 18 donation centers where people can drop off these items. The trucks go to these. If a business has 20 or more units,

then we'll make a pickup. We'll go to their location. We also have these black boxes that are actually palette bottoms, and that's what we load the material into the truck with, and it makes handling much more simple, as well as much safer, which brings me to the topic of safety. Each of the people who handle this material go through training, and that's a picture of a class where they're taught how to handle the equipment, not only safe lifting, which is very important, and proper footwear, but also what to do if there's a spill. Those red buckets that are sitting on the table are five gallon buckets that are in each of the donation centers, and each of the vehicles that handle this material. In the bucket are a set of goggles, a mask, filter mask, gloves, box liner, trash can liners that are used to contain it. Tape, a cone to keep people from stepping on the spill, and the definition of a spill is a broken monitor, because as you've heard earlier in this session, that the monitors and cathode ray tubes contain lead, so to keep that from getting into the air or getting into anything else, there's also a dustpan and a broom. We have the handler put the trash liners in a box with the proper personal protective gear on, they sweep up the glass and so on, put it on the box with the plastic liner, put their mask and gloves in it, tape it closed, and then it goes with the rest of the items to a recycler later on in the process.

Now we have been working for the past 2 ½ years with Dell Computer Manufacturer and Company, and I want to talk a little bit about the Dell process, the, probably the biggest process is that Dell assists us in screening the recycling partner to make sure that the recycling partner is recycling in a responsible fashion. They do audits on the recycling partner to assure this a couple times a year basis. They also help us with the, not only the handling of the material, but the advertising, to let the public know. They provide not only the raps for our vehicles, but also billboards, memos, and letters to cities to encourage them to work with us on collection events, radio ads, billboards, and press releases announcing any upcoming events that might be occurring. Something that we're particularly interested in, because we value our donors, is the confidentiality and the protection of the personal data that might be on the computer. So as a result, well, there are at least three ways of taking care of the data, and one is software that wipes the data from the hard drive, wiping all material that's on the hard drive, as a matter of fact, recycling the entire tower, which contains the hard drive, and of course, destroying the hard drive. And we do that. We, on the higher level computers, like the Pentium 3s and 4s, which are resellable, they're pretty marketable, we pull the hard drive and collect those and have them destroyed or recycled from the ground up with the rest of the recycling material. The computers that are Pentium 2s or lower, or older machines, we just recycle as a whole and have them ground and do not do any demanufacturing with those units.

Now reuse is also a very high priority for us, so reuse, recycling, disposal is not an option for us. In California, we're committed to not putting any of these items in the landfill. And probably as time goes on, more and more items will be added to the list of electronic items that cannot be disposed. We have an outlet where we sell all the items that are gathered by Goodwill are brought to one location, that is in San Ysidro, just north of us here, and there we sell monitors, we have a test station where customers can test them to see if they work, and they take them. Those who fail that test, or who are, the old ones, the old heavy ones, we go ahead and recycle. Some Goodwills have stores where they sell, it's like a little computer store, only all the items in there are used equipment. There was the grand opening of a store in San Antonio, TX, as a matter of fact that I was there for the opening. Of course, the software is marketable and is oftentimes included with the products that are donated. And there are the collection events that we coordinate with various units. In 2006, we had a 2 hour collection event that was really sponsored by the local CBS affiliate, and in that 12 hours, we collected 1,000 units. We've had two, in January and April, we had four hour events with the ABC affiliate partnering with us, as well as the department of toxic substance control in California. They encourage these events, and are very supportive with them. We've also had community cleanup events in four of them this past year with various municipalities, small and large cities, where all things are brought in for recycling, and we participate and take away the electronic items. That concludes my presentation. Are there any questions that I may answer?